

Total No. of Printed Pages—4

**5 SEM TDC RTMT 4 (Sp)**

**2015**

( November )

**COMMERCE**

( Speciality )

Course : 504

( Retail Management )

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks for the questions*

1. Write True or False :

$1 \times 8 = 8$

- (a) Retailing does not form an integral part of the marketing mix.
- (b) The online retail helps in product brand building in a bigger way.
- (c) Over ninety percent retail outlets in India are independent and hence organised.

- (d) VED analysis means valuable, essential and desirable analysis of materials.
- (e) Inventory control is a minor component of physical distribution system of a retail organisation.
- (f) RFID stands for Radio Frequency Identification.
- (g) Wholesalers are the link between manufacturers and customers.
- (h) The analytical approach to inventory control is fundamentally based on cost study.

2. Write short notes on any *four* of the following :  $4 \times 4 = 16$

- (a) CRM
- (b) Global retailing
- (c) Inventory control
- (d) Supermarkets
- (e) Direct marketing
- (f) Transport optimization

3. (a) What is retailing? Explain the scope of retailing in Indian context of marketing.

4+7=11

*Or*

(b) Explain in detail the emerging trends in retail sectors in India.

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4. (a) Describe different types of retailing in India.

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*Or*

(b) What is Departmental Store? Discuss the features of departmental store.

4+7=11

5. (a) What do you mean by channel of distribution? Discuss the factors that are to be considered for selecting a distribution channel.

4+7=11

*Or*

(b) Describe various functions of distribution channel in supply chain management.

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( 4 )

6. (a) Define logistic management. Discuss various functions of logistic management.  $4+7=11$

Or

(b) What is meant by warehousing? Explain the basic operational functions of a warehouse.  $4+7=11$

7. (a) Discuss the emerging opportunities and challenges in retailing faced by Indian retailing sector.  $6+6=12$

Or

(b) Distinguish between organised retailing and unorganised retailing. Explain, in brief, the advantages of organised retailing.  $6+6=12$

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